

# *A quick guide to business continuity for video professionals*



## *Introduction*

When disaster hits, can your business maintain continuity and remain as productive as possible? Can your video editors continue to access existing content and create new content?

There are many factors that are outside your control when it comes to your business, and some of them - including natural disasters - could make it impossible for your video editors and producers to get to the office. Having your video teams chained to their editing workstations is an outdated and, given current events, even potentially unsafe practice.

With the right procedures and IT solutions in place, however, your video production professionals can continue to collaborate and create content from anywhere in the world.

### *What you'll learn from this eBook*

This guide explains the negative impact of not providing editors with a robust remote work solution, the unique challenges video editing teams have, and how the right remote working solution can solve them.





## *Part 1: What happens when your video editing teams can't work remotely?*

When your video editors are tethered to their desks, your business will experience a number of disadvantages, such as:

### *Collaborative difficulty*

While global collaboration and remote working has become increasingly common for many professions, video editing teams have suffered due to huge file sizes and being tied to their edit bays in the office/studio. This makes collaboration with colleagues and freelancers anywhere outside of the office difficult, if not impossible.

By implementing the right remote work solution that is tailored to video editing teams, you enable collaboration from anywhere in the world, at any time. This is a huge benefit, not only in troubling times such as natural disasters and health crises, but whenever your business requires flexibility in where staff work. This might include hiring talent from outside state borders, utilizing freelance talent, or just offering staff the benefit of working from home.

### *Inability to work while traveling or during times of uncertainty*

There are many reasons why your editors might not be able to work under normal circumstances if they don't have remote working flexibility. They might, for example, not be able to come into work due to risk of contamination. They might need to stay home to

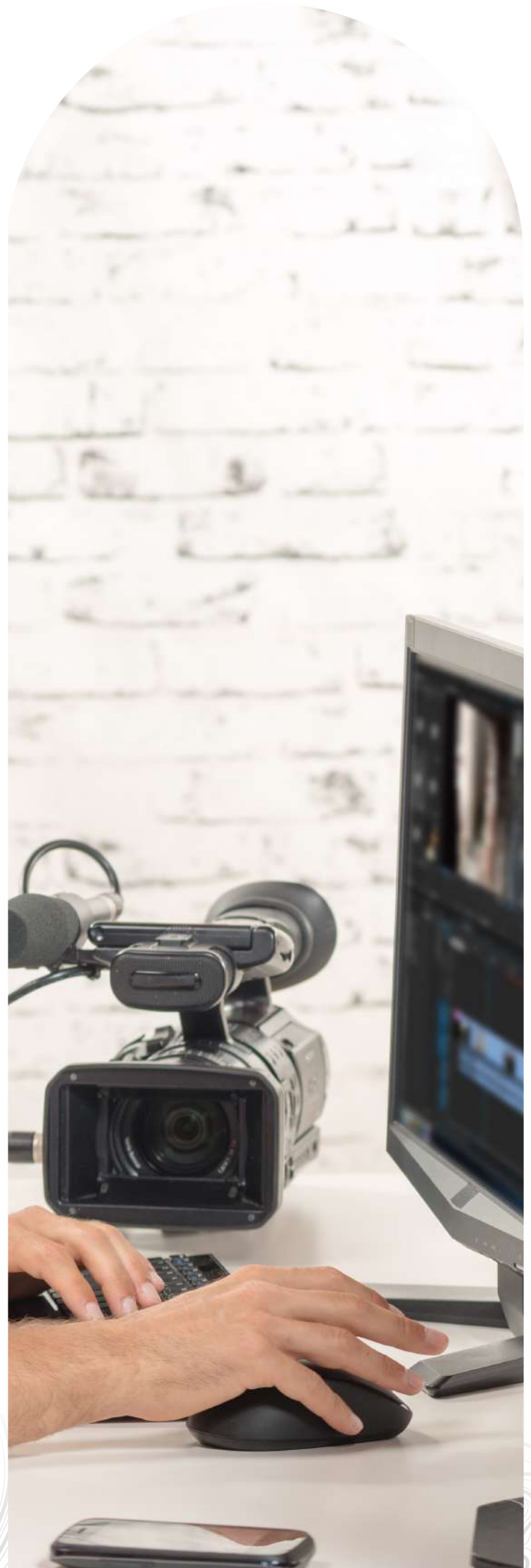
follow local mandates in the aftermath of a disaster. If your team members are stuck tethered to their desks, that means that business continuity falls apart when they're unable to get into the office.

Giving your video editors and production team the freedom to access video assets and edit them from anywhere, on the other hand, can substantially increase what your team can accomplish when away from the office.

### ***Inability to comply with worst-case scenario legislation***

When disaster strikes, the Government often steps in to mandate what citizens can and cannot do across the normal course of their days. Many of these restrictions may prevent your team from coming into work—and if you're not able to shift your team to work remotely, that means your productivity will drop substantially.

Enabling your video teams with a remote editing solution will help them to quickly react to these sorts of challenges and continue creating content.



## ***Part 2: The challenges of remote working for video production and editing***

Video production and editing teams have, historically, faced a number of challenges when it comes to working remotely that are unique to their profession.

### ***Difficulty transmitting and editing large video files***

Video files are extremely large. A standard ProRes file can be about 1gb per minute of footage. That's not an issue if you're working in the office and are connected to network storage but accessing the original hi-res files from outside of the office can be near-impossible, even for workers with super-fast broadband connections. Add on the fact that remote editors will have to download the hi-res files to use them and you'll quickly eat through any bandwidth restrictions the employee has on their home broadband network, and you'll also fill up their hard drive very quickly.

Intelligent remote editing solutions help avoid this issue by creating streaming proxy copies of original hi-res assets at a fraction of the original file sizes, enabling editors to stream the files to Premiere Pro and After Effects, rather than having to download huge files.

### ***Standard IT remote working solutions don't fit the unique needs of video teams***

Video editing/production teams often suffer with no remote working provision at all or have to make do

with a "band-aid fix" that doesn't meet their unique needs. For example, many businesses will implement an enterprise IT remote work solution such as Remote Desktop Protocol (RDP) which works fine for basic IT requirements but will result in a painful and laggy experience for editors using intensive editing software.

Video editing brings its own set of unique requirements and challenges meaning standard IT solutions just won't cut it. A remote editing solution should enable your editors to work as if they're in the office, from anywhere in the world, and ideally should provide further functionality that helps them collaborate on their projects.

### ***The editing booth bond may be broken***

Many editors often work in close proximity to each other, and are used to simply being able to ask their colleagues where a specific file is located, or ask their media manager to search storage for archived files.

With these usual practices no longer in place, it's essential to have a solution where any files that required can be quickly and efficiently located without needing to wait for a response.



## *Part 3: Enabling your video teams to work remotely*

Enabling your video editing teams to work remotely is one of the best things you can do to aid with disaster recovery and business continuity, but it's also an incredibly useful option for many other reasons, such as global collaboration, utilizing out of state and freelance talent, and adding the home working benefit modern businesses are adopting and modern employees are expecting.

In many disaster scenarios, your team may need to engage in remote work in order to keep productivity as high as possible. Consider some of these steps to help your team work remotely.

### *1. Create a plan*

Many businesses around the world are currently scrambling to come up with remote work solutions for their businesses. If you already have a disaster recovery plan in place for your business, you can adapt and implement it to meet the current needs of your team. On the other hand, if you lack that infrastructure, now is the time to create that important plan to keep your business working smoothly.

Once the need for remote work hits, you may need to work through a specific plan for that event. You may, for example, need to assess your current deadlines and projects as well as determining how a disaster may impact your ability to meet your current responsibilities. In the aftermath of a major event, people may be more open to adaptability-and your business needs to be, too. Create a plan that will

allow you to manage expectations and meet as many of your goals and deadlines as possible. Be sure to allow for factors like how team members may be affected by the disaster and their availability to work for extended periods of time after the event.

### *2. Implement a remote editing solution tailored to video editing needs*

Intelligent remote editing solutions such as [Curator](#) and [CuratorNow](#) will not only enable your video content teams to work away from the office but will also improve their ability to collaborate on projects and to manage all your media assets.

### **Ingesting/uploading media assets to on-prem or cloud-based storage from anywhere**

While ingesting original hi-res media assets may be best executed directly in the office, sometimes this isn't possible; national emergencies, health crises, or simply because the footage was recorded elsewhere in the world. Intelligent remote editing solutions enable your video teams to upload their media assets from any Windows PC or Mac directly to on-prem and/or cloud storage along with all the relevant metadata for those assets.

Curator and CuratorNow goes a big step further with this by automatically creating streaming proxy copies of the hi-res files at just 2% of their original file sizes, enabling your editors to view and edit those assets without needing a super-fast broadband connection.



## Searching and discovering media assets and collaborating on projects from anywhere

Once your media assets are safely uploaded and proxies created, your video teams need a simple way to discover those assets. Simple file and folder structures don't help because file names can only give so much information, whereas remote editing solutions utilize the metadata attached to those files on ingest to help editing teams search and discover the exact assets they need.

Curator and CuratorNow provide video teams with a browser-based portal to their available assets where they can search with eCommerce-style filters, view their available assets, create child clips from parent assets, and collaborate by creating clip collections to help define what video assets should be used in a project – from anywhere in the world.

## Editing in Premiere Pro and After Effects – without downloading huge hi-res files

Using an intelligent remote editing solution such as Curator or CuratorNow will provide your editors with a Curator for Adobe Panel that provides the browser-based portal to their available assets directly within Premiere Pro and After Effects. The 2% proxy streams ensure they can browse and edit their assets without needing to download anything.

Projects can also be shared and collaborated on directly using the Curator for Adobe Panel, from anywhere in the world, enabling simple review and approve processes.

*Note: most Adobe Creative Cloud licenses allow users to install Adobe programs on 2 machines, so it may require your users to install Adobe CC on their personal or work laptops and log out of their workplace desktops.*

## Conforming remotely

One issue editors may experience when working remotely is performing conform jobs on lower-spec laptops or personal machines, but the right remote editing solution, such as Curator and CuratorNow enables editors to finish their edits and send the conform job to the cloud or back to their on-prem servers, with the Adobe extension Panel intelligently switching out the 2% proxies for the original hi-res assets.

### *3. Prepare for remote conferencing and collaboration*

Being able to collaborate with your team members is critical to many of your video strategies. Enabling your video team to work remotely isn't just about enabling them to work separately. It's also about bringing them together no matter where they are. Remote conferencing and [collaborative video workflow](#) platforms can make it easier for your team to come together. Schedule remote meetings and set up opportunities for your team members to connect. You can still work together even in the midst of a disaster situation, and technology makes it possible for you to bring your team members together.

### *4. Factor in flexibility*

Remote work allows an extra level of flexibility for employees who need to work from home for any reason-and your video production team needs to be able to access that flexibility. Team members may need to work from home with children and pets underfoot. They may need to adapt to working on

smaller screens or struggle with working with a spouse at home who interrupts at the worst possible moment. Your business's routines may need to adapt to take those challenges into consideration - but flexibility will help make everyone more successful.

### *5. Provide adequate training*

Whether you need to immediately deploy a new system or you have time before a disaster arrives, take steps to ensure that your team has the training they need. Online training modules or virtual training courses can make it easier to teach team members how to use new systems immediately after a disaster, while you may be able to use in-person training to provide employees with that critical knowledge if you plan the training before disaster strikes.

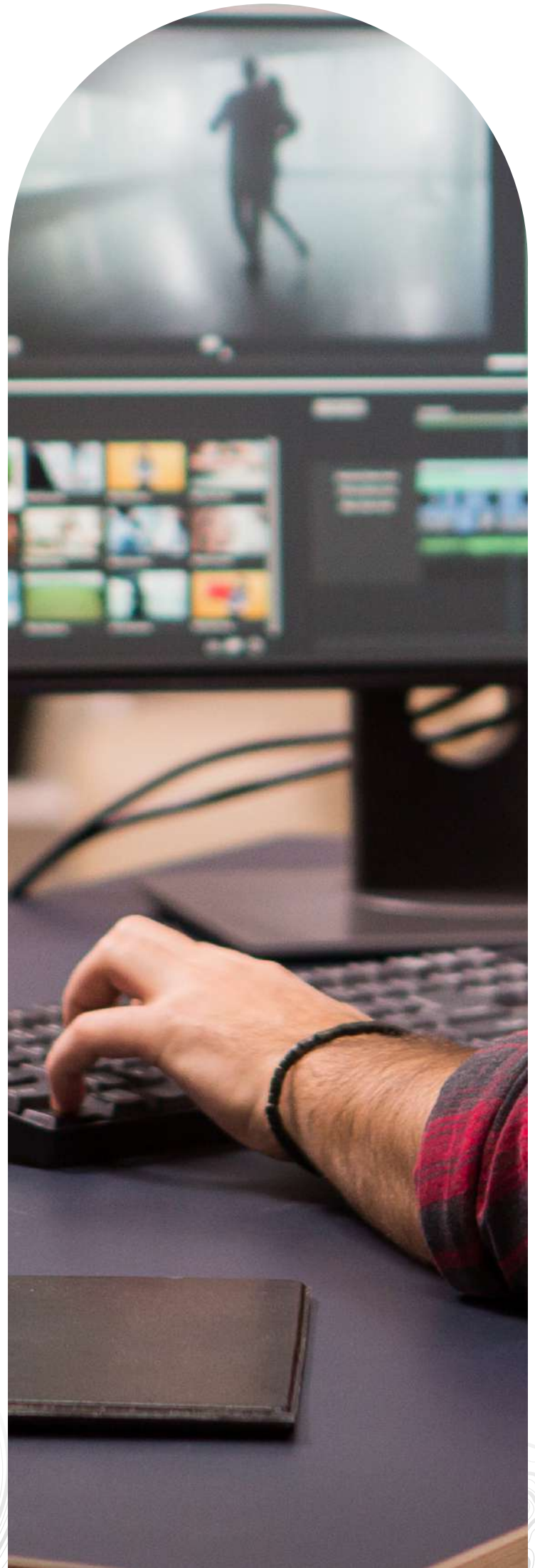
### *6. Create a strategy for checking in*

How is your team faring in the midst of this need for remote work? Do your team members have critical questions? Are they adapting to the current situation, or do they have serious challenges that need to be addressed? Consult with your team on a regular basis to learn how they're dealing with the disaster and how it's affecting their ability to work. Create a strategy for checking in. You can choose how often you need to check in with your team members. Early in a new plan, you may want to check in daily; as you all become more comfortable with the software and strategies you're using, you may shift to a weekly check-in system.

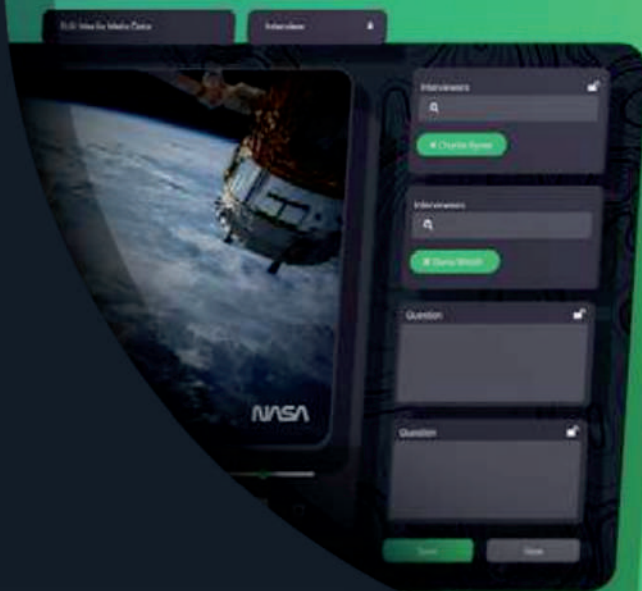


## *Wrapping up*

Shifting to remote work as a video production team may take some effort on all your parts. With the right remote editing IT solution and the right plan, however, you can maintain business continuity and productivity even in the face of disaster, and provide your team members with peace of mind when they need to work remotely for other reasons.



# Book a CuratorNow Demo, now!



A complete, rapid-deployment remote editing studio for professional video editors and producers enabling the continued creation of content your business needs from home as global events force a change in the way people have to work.

**CuratorNow sets your creative teams free to work from home, now.**

[Book Your Demo Now](#)

## About IPV & Curator

At IPV, we are committed to creating simple, secure and analytics-enhanced video production workflows. Curator is our flagship video asset management solution, bringing dynamic archive control, cloud-enabled collaboration and partnerships with leading-edge detection technology.

Curator delivers asset visibility, centralized security and automated ingest. End-to-end integrations mean that Curator works with your editing software and can upload

straight to OTT. With secure collaboration built-in, Curator can transform your video production and archive management. We are serious about video - Curator is the content platform trusted by the best in the world... and beyond!

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